

New Hampshire Public Television Granite Society Advisory Committee

Responsibilities: The Granite Society Committee is responsible for providing support, active recruitment and personal participation in launching a new major giving club. The recruitment of charter donors will start in October 2005, culminating one year later in October 2006. Committee members are involved as individual donors and serve as ambassadors for NHPTV. The areas of support include activities such as Committee meetings, a telethon, identification, cultivation and solicitation of Granite Society donors or hosting an event for prospects.

The Granite Society will not replace the Profile Society (\$500 to \$999), which has served NHPTV well for over 15 years. The goal of the Granite Society will be to elevate a major donation to the \$1,000 level and above. The Profile Society will continue to serve mid-level donors. This launch is part of the Corporation for Public Broadcasting's Major Giving Initiative that NHPTV has been participating in for the past eighteen months.

Organization: This committee will serve as a Sub-Committee of NHPTV's Development Committee. The Development Committee Chairperson will recruit the chair of the Sub-Committee then in turn the Chairperson will recruit its members. This Sub-Committee will be composed of the chairperson along with six to eight members who will provide geographic representation across Northern New England.

Role of the Chairperson: The Chairperson of the Granite Society Committee provides leadership and direction for the committee. The Chairperson will provide updates to the Development Committee so they are kept current on progress. The Chairperson works closely with the Manager of Major Gifts in setting, achieving and evaluating annual goals and objectives. Specific duties include: convenes four meetings, calls committee members to check on their progress and provide advice as needed, solicits 5-10 prospects/donors and identifies and recruits hosts for Granite Society events.

Specific Duties of Committee Members:

1. Make a personal commitment to the Granite Society as a donor.
2. Prepare for and attend four Committee meetings.
3. Cultivate and solicit 5-10 prospects/donors.
4. Identify and recruit hosts for Granite Society events.
5. Consider hosting or co-hosting a Granite Society event.
6. Participation in the Granite Society Telethon.

6/14/05 SM